

**CLAIMS**

We claim:

1. A method of generating a web page comprising:
  2. designating content for publication on the web page; and
  3. designating a specific portion of the content to prevent a web crawling mechanism from indexing the specific portion.
1. 2. The method of claim 1 wherein designating a specific portion of the content further comprises:
  3. utilizing a tag to designate the specific portion of content.
1. 3. The method of claim 2 wherein the tag comprises a robot tag.
1. 4. The method of claim 1 wherein designating a specific portion of the content further comprises:
  2. utilizing an attribute to designate the specific portion of the content.
1. 5. The method of claim 4 wherein the attribute comprises a robot attribute.
1. 6. The method of claim 1 wherein indexing the specific content further comprises following the specific content.
1. 7. A computer system for generating a web page comprising:
  2. a processor;
  3. an application program coupled to the processor wherein the application program

4       is capable of;  
5               designating information for publication on the web page; and  
6               designating a specific portion of the information to prevent a web crawling  
7       mechanism from following the specific portion.

1       8.       The system of claim 7 wherein designating a specific portion of the  
2       information further comprises:  
3               implementing a tag to designate the specific portion of the information.

1       9.       The system of claim 8 wherein the tag comprises a robot tag.

1       10.      The system of claim 7 wherein designating a specific portion of the  
2       information further comprises:  
3               implementing an attribute to designate the specific portion of the information.

1       11.      The system of claim 10 wherein the attribute comprises a robot attribute.

1       12.      The system of claim 7 wherein following the specific content further  
2       comprises indexing the specific content.

1       13.      A computer program product for generating a web page, the computer  
2       program product comprising a computer usable medium having computer readable  
3       program means for causing a computer to perform the steps of:  
4               allowing content to be designated for publication on the web page; and  
5               allowing a specific portion of the content to be designated to prevent a web

6 crawling mechanism from indexing the specific portion.

1 14. The computer program product of claim 13 wherein designating a specific  
2 portion of the content further comprises:

3 utilizing a tag to designate the specific portion of the content.

1 15. The computer program product of claim 14 wherein the tag comprises a  
2 robot tag.

1 16. The computer program product of claim 13 wherein designating a specific  
2 portion of the content further comprises:

3 utilizing an attribute to designate the specific portion of the content.

1 17. A method of generating a web page comprising:  
2 designating content for publication on the web page;  
3 utilizing a tag to designate a specific portion of the content to prevent a web  
4 crawling mechanism from indexing the specific portion wherein the tag comprises a  
5 robot tag.

1 18. The method of claim 17 wherein indexing further comprises following.

1 19. The method of claim 17 wherein utilizing a tag to designate a specific  
2 portion of the content further comprises:  
3 utilizing an attribute to designate the specific portion of the content.

1           20.     The method of claim 19 wherein the attribute comprises a robot attribute.